



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:
Ranka, et al.

Serial No. 09/586,387
Filed: June 2, 2000

**Method, Algorithm And Computer Program For
Optimizing The Performance Of Messages
Including Advertisements In An Interactive
Measurable Medium**

Atty. Docket No. A-69258/RMA

CERTIFICATE OF MAILING

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INFORMATION DISCLOSURE STATEMENT

Assistant Commissioner for Patents
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Sir:

Applicant hereby submits patents, publications, or other information of which he is aware, which he believes may be material to the examination of the above referenced application and in respect to which there may be a duty to disclose in accordance with 37 C.F.R. §1.56. The disclosure contained herein is not intended to constitute an admission that any patent, publication, or other information referred to is "prior art" for this invention unless specifically designated as such. In accordance with 37 C.F.R. §1.97 (b), the filing of this Information Disclosure Statement shall not be construed to mean that a search has been made or that no other material information as defined by 37 C.F.R. §1.56 exists.

The art cited herein was cited in the International Search Report mailed May 9, 2001 in Applicant's corresponding International (PCT) application US/00/35405, which is a date less than three months from this submission. A copy of each reference cited herein is enclosed.

No fee is due.

Respectfully submitted,

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